The Juster Purchase Probability Scale: A Bibliography

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Estimating demand is an important concern of marketers, and business managers in general, because such estimates are an integral requirement for both strategic and tactical planning decisions. One approach that has shown promising results involves the use of the Juster Purchase Probability Scale, an 11-point scale that has verbal (e.g., “almost sure”), numerical (e.g., “9”) and probability (e.g., “9 in 10”) descriptors. This scale has been shown to consistently outperform other types of scale, and has been applied to a wide range of applications, such as estimating both purchase rates and purchase levels, estimating relative market share, assessing advertising copy effectiveness, predicting voting behaviour, and constructing demand curves. However, while the number of applications of the scale has expanded, the research supporting these applications is quite limited, and much of it is unpublished. There is a need for ongoing development and replication, and to do this efficiently, it is important to know what has been done already. The purpose of this bibliography is to list all known articles and studies that have examined or applied the Juster Scale, including conference papers and theses.

It is almost certain that this bibliography is incomplete. But the great advantage of an online publication is that it can be constantly updated, and this will be done. Readers are encouraged to contribute to this process by informing the author of any relevant material not currently listed.

The following bibliography has three sections: Journal Articles, Conference Papers, and Theses.

Keywords: Juster Scale, Purchase Probability, Demand Estimation

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Journal Articles


**Conference papers**


**Theses**


Seymour PJ (1993). *The effectiveness of three methods for applying the Juster Scale to estimate the purchase levels of frequently purchased items*. Unpublished undergraduate honours report, Massey University, Palmerston North, New Zealand.


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